

CHAPTER V

CONCLUSION AND MANAGERIAL IMPLICATIONS

V.1 Conclusion

As the study conducted, researcher has found interesting findings which are complex but also offering a point of view of how to see a community as heterogeneous group, as individuals, and how to not treating them generally. From the hypotheses proposed in this study, all of them have been answered and the results as following:

Table 5.1
Summary of Hypotheses

Hypotheses	Blazer Indonesia Club	Jazz Fit Club
Customers aims for customer to company relationship	Accepted	Accepted
Customers aims for customer to product relationship	Accepted	Accepted
Customers aims for customer to customer relationship	Accepted	Accepted
Customers aims for customer to brand relationship	Accepted	Accepted
Customers aims for all aspects relationship	Accepted	Rejected
Customers aims for no specific relationship	Accepted	Accepted
There is a significant motivation difference between Jazz Fit Club and Blazer Indonesia Club	Accepted	Accepted

V.2 Managerial Implications

According to Mühlbacher *et al.*, community members share a reasonably strong commitment to the brand, but the brand concept itself is so complex that members can and do differ in many respects (Ouwersloot and Odekerken-Schröder, 2008). Managerial implications in this study should be related in how the marketers see the community.

Marketers have to communicate to the members in such different ways to be able to fully absorb the community. For example, members who love to interact with other customers be invited in the gathering events handled by marketers or for members with product interest be asked to involve in sharing their experiences during events. By treating them specifically, marketers have created bonds that are beneficial for a long term use.

Especially in car communities, marketers may contacted their administrators to set up for supplying spare-parts because mostly members within car communities trading information on where to get qualified spare-parts. Marketers also can take the community as part of their consideration when launching a new product – giving them the test drive opportunity that makes them feel that their opinions does matter to your company. This kind of effort will eventually drive the members communities to feel that they are appreciated which leads to their loyalty to the brand.

V.3 Limitation and Direction for Future Research

The study conducted by researcher in this state has limitations. Due to the time limits, researcher unable to study the behavior of members in longitudinal time dimension. How members will behave before and after several months joining community. Regarding to the number of respondents, this study has received a limited number of sample since it is quite challenging to retrieve a huge number of respondents even in big communities since they are widespread and reaching them through online questionnaires is not quite effective. For future research, readers might consider the limitations that experienced by researcher and may broaden the area of brand community study in essence of not only knowing what segments could be found in the communities but also their future relationship with another field of study. Hopefully this study contributes perspectives to readers and future researchers.

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APPENDIX

Questionnaire English Version:

Gender:

☐ Male ☐ Female

Age (fill in):

Occupation:

☐ Students ☐ Entrepreneur ☐ Civil Worker ☐ Other (fill in):

Customer-company relationship:

(1) The [brand] company understands my needs.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

(2) The [brand] company cares about my opinions.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

Customer-product relationship

(1) I love my [brand] [product].

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

(2) I am proud of my [brand] [product].

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

(3) My [brand] [product] is one of my favorite possessions.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

(4) My [brand] [product] is fun to wear/play.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

Customer-customer relationship

- (1) I have met wonderful people because of my [brand] [product].
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
- (2) I feel a sense of kinship with other [brand] owners.
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
- (3) I have an interest in more interpersonal contact with other members of the [brand] community.
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

Customer-brand relationship

- (1) I value the [brand] heritage.
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
- (2) I consider my [brand] as my number 1 choice of [product].
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
- (3) I say positive things about [brand] to other people.
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
- (4) I would recommend [brand] to my friends.
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
- (5) If I were to replace a [brand] I would by another [brand].
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
- (6) [brand] is of the highest quality.
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
- (7) [brand] is the ultimate [product].
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

Questionnaire Bahasa Indonesia Version:

1. JFC's Questionnaire

JenisKelamin:

☐ Laki-Laki ☐ Perempuan

Umur (mohon diisi):

Pekerjaan:

☐ Pelajar ☐ Wiraswasta ☐ Pegawai Negeri

☐ Yang Lain (mohon diisi):

Hubungan Konsumen dengan Perusahaan:

(1) Perusahaan Honda memahami kebutuhan saya.

☐ Sangat Tidak Setuju ☐ Tidak Setuju ☐ Netral ☐ Setuju ☐ Sangat Setuju

(2) Perusahaan Honda peduli terhadap pendapat-pendapat saya.

☐ Sangat Tidak Setuju ☐ Tidak Setuju ☐ Netral ☐ Setuju ☐ Sangat Setuju

Hubungan Konsumen dengan Produk

(1) Saya mencintai Honda Jazz yang saya miliki.

☐ Sangat Tidak Setuju ☐ Tidak Setuju ☐ Netral ☐ Setuju ☐ Sangat Setuju

(2) Saya bangga memiliki Honda Jazz.

☐ Sangat Tidak Setuju ☐ Tidak Setuju ☐ Netral ☐ Setuju ☐ Sangat Setuju

(3) Honda Jazz yang saya miliki adalah salah satu kepunyaan favorit saya.

☐ Sangat Tidak Setuju ☐ Tidak Setuju ☐ Netral ☐ Setuju ☐ Sangat Setuju

(4) Honda Jazz yang saya miliki sangat menyenangkan untuk dikendarai.

☐ Sangat Tidak Setuju ☐ Tidak Setuju ☐ Netral ☐ Setuju ☐ Sangat Setuju

HubunganKonsumendenganKonsumen Lain

- (1) Sayatelahbertemu orang-orang yang mengagumkankarenamobil Honda Jazz saya.
☐SangatTidakSetuju☐TidakSetuju☐Netral☐Setuju☐SangatSetuju
- (2) Ada rasa kekeluargaan yang sayarasakandenganpengguna Honda Jazz.
☐SangatTidakSetuju☐TidakSetuju☐Netral☐Setuju☐SangatSetuju
- (3) Sayatertarikuntukmemilikihubungan yang lebihdekatdengan para anggota di komunitas Jazz Fit Club.
☐SangatTidakSetuju☐TidakSetuju☐Netral☐Setuju☐SangatSetuju

HubunganKonsumendenganMerek

- (1) Sayamenghargaibudayadari Honda Jazz.
☐SangatTidakSetuju☐TidakSetuju☐Netral☐Setuju☐SangatSetuju
- (2) Sayamemandang Honda Jazz
 sayasebagaipilihannomorsatuuntukkendaraanberodaempat.
☐SangatTidakSetuju☐TidakSetuju☐Netral☐Setuju☐SangatSetuju
- (3) Sayamengatakanhal -hal yang positifmengenai Honda Jazz kepada orang lain.
☐SangatTidakSetuju☐TidakSetuju☐Netral☐Setuju☐SangatSetuju
- (4) Sayaakanmerekomendasikan Honda Jazz kepadateman-temansaya.
☐SangatTidakSetuju☐TidakSetuju☐Netral☐Setuju☐SangatSetuju
- (5) Jikasayaharusmenggantimobil Honda Jazz saya, sayaakanmembeli Honda Jazz lagi.
☐SangatTidakSetuju☐TidakSetuju☐Netral☐Setuju☐SangatSetuju
- (6) Honda Jazz memilikikualitastertinggi.
☐SangatTidakSetuju☐TidakSetuju☐Netral☐Setuju☐SangatSetuju
- (7) Honda Jazz adalah city car kategori hatchback terbaik.
☐SangatTidakSetuju☐TidakSetuju☐Netral☐Setuju☐SangatSetuju

2. BIC's Questionnaire:

JenisKelamin:

☐ Laki-Laki ☐ Perempuan

Umur (mohon diisi):

Pekerjaan:

☐ Pelajar ☐ Wiraswasta ☐ Pegawai Negeri

☐ Yang Lain (mohon diisi):

Hubungan Konsumen dengan Perusahaan

(1) Perusahaan Chevrolet memahami kebutuhan saya.

☐ Sangat Tidak Setuju ☐ Tidak Setuju ☐ Netral ☐ Setuju ☐ Sangat Setuju

(2) Perusahaan Chevrolet peduli terhadap pendapat saya.

☐ Sangat Tidak Setuju ☐ Tidak Setuju ☐ Netral ☐ Setuju ☐ Sangat Setuju

Hubungan Konsumen dengan Produk

(1) Saya mencintai Opel Blazer yang saya miliki.

☐ Sangat Tidak Setuju ☐ Tidak Setuju ☐ Netral ☐ Setuju ☐ Sangat Setuju

(2) Saya bangga memiliki Opel Blazer.

☐ Sangat Tidak Setuju ☐ Tidak Setuju ☐ Netral ☐ Setuju ☐ Sangat Setuju

(3) Opel Blazer yang saya miliki adalah salah satu kepujian favorit saya.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

- (4) Opel Blazer yang saya milikisangatmenyenangkanuntukdikendarai.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

HubunganKonsumendenganKonsumen Lain

- (1) Sayatelahbertemu orang-orang yang mengagumkan karenamobil Opel Blazer saya.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

- (2) Ada rasa kekeluargaan yang sayarasakandenganpengguna Opel Blazer.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

- (3) Sayatertarikuntukmemilikihubungan yang lebihdekaddengan para anggota di komunitas Opel Blazer.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

HubunganKonsumendenganMerek

- (1) Sayamenghargai budayadari Opel Blazer.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

- (2) Sayamemandang Opel Blazer
sayasebagapilihannomorsatuuntukkendaraanberodaempat.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

- (3) Sayamengatakanhal-hal yang positif mengenai Opel Blazer kepada orang lain.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

(4) Saya akan merekomendasikan Opel Blazer kepada teman-temannya.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

(5) Jika saya harus mengganti mobil Opel Blazer saya, saya akan membeli Opel Blazer lagi.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

(6) Opel Blazer memiliki kualitas tertinggi.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

(7) Opel Blazer adalah kendaraan mid-size SUV terbaik.

☐SangatTidakSetuju ☐TidakSetuju ☐Netral ☐Setuju ☐SangatSetuju

BLAZER RELIABILITY AND VALIDITY TESTING

Customer to Company Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,899	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	2,91	1,134	,829	.
A2	3,16	1,626	,829	.

Customer to Product Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,925	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
B1	14,20	4,228	,886	,890
B2	14,20	4,069	,916	,878
B3	14,39	3,480	,736	,960
B4	14,25	4,000	,867	,890

Customer to Customer Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,861	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1	9,45	2,030	,615	,924
C2	9,25	1,905	,814	,735
C3	9,39	1,924	,798	,750

Customer to Brand Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,906	7

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
D1	25,61	19,670	,627	,902
D2	25,77	17,547	,787	,884
D3	25,64	19,567	,645	,900
D4	25,69	18,250	,795	,884
D5	25,92	18,613	,638	,903
D6	25,84	18,261	,797	,884
D7	25,81	18,663	,765	,887

Table 3.4.2a

Validity Testing on BIC's questionnaire

	R value	Corrected Item-Total Correlation	Result
A1	.2461	.829	Valid
A2	.2461	.829	Valid
B1	.2461	.886	Valid
B2	.2461	.916	Valid
B3	.2461	.736	Valid
B4	.2461	.867	Valid
C1	.2461	.615	Valid
C2	.2461	.814	Valid
C3	.2461	.798	Valid
D1	.2461	.627	Valid
D2	.2461	.787	Valid
D3	.2461	.645	Valid
D4	.2461	.795	Valid
D5	.2461	.638	Valid
D6	.2461	.797	Valid
D7	.2461	.765	Valid

JAZZ RELIABILITY AND VALIDITY TESTING

Customer to Company Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
,727	2

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	3,20	,531	,571	.
A2	3,50	,541	,571	.

Customer to Product Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
,909	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
B1	13,88	2,720	,860	,858
B2	13,92	2,647	,891	,846
B3	13,90	2,541	,904	,840
B4	13,86	3,470	,543	,959

Customer to Customer Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
,822	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1	8,96	1,631	,792	,629
C2	8,82	1,906	,695	,737
C3	8,74	2,319	,564	,859

Customer to Brand Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,868	7

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
D1	24,58	16,004	,412	,877
D2	24,92	13,422	,676	,845
D3	24,68	15,569	,582	,858
D4	24,62	13,751	,828	,826
D5	25,04	14,039	,562	,863
D6	25,14	12,980	,746	,834
D7	24,54	14,172	,754	,836

Table 3.4.2b

Validity Testing on JFC's questionnaire

	R value	Corrected Item-Total Correlation	Result
A1	.2787	.571	Valid
A2	.2787	.571	Valid
B1	.2787	.860	Valid
B2	.2787	.891	Valid
B3	.2787	.904	Valid
B4	.2787	.543	Valid
C1	.2787	.792	Valid
C2	.2787	.695	Valid
C3	.2787	.564	Valid
D1	.2787	.412	Valid
D2	.2787	.676	Valid
D3	.2787	.582	Valid
D4	.2787	.828	Valid
D5	.2787	.562	Valid
D6	.2787	.746	Valid
D7	.2787	.754	Valid

CLUSTER

ANALYSIS

BLAZER INDONESIA CLUB

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
64	100,0	0	,0	64	100,0

a. Squared Euclidean Distance used

b. Ward Linkage

Ward Linkage

Agglomeration Schedule

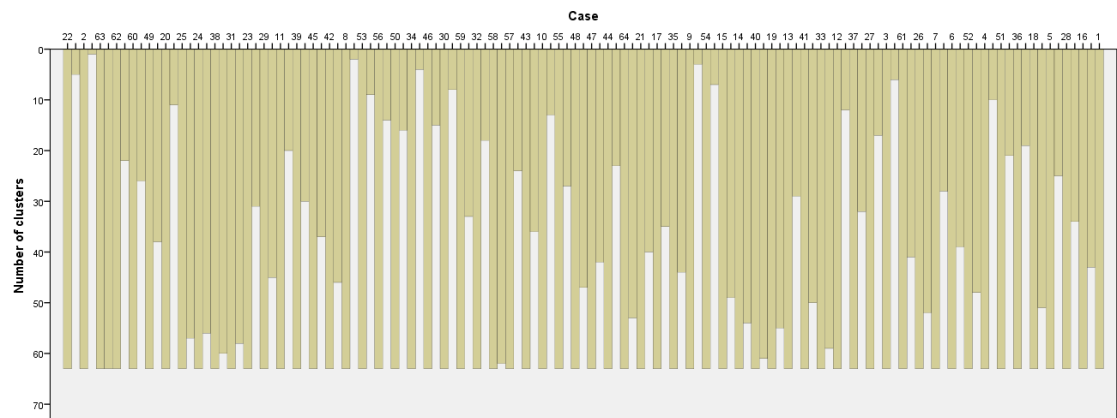
Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	62	63	,000	0	0	42
2	57	58	,000	0	0	40
3	19	40	,000	0	0	9
4	31	38	,000	0	0	6
5	12	33	,000	0	0	14
6	23	31	,000	0	4	8
7	24	25	,000	0	0	8
8	23	24	,000	6	7	33
9	13	19	,000	0	3	10
10	13	14	,000	9	0	15
11	21	64	,500	0	0	24
12	7	26	1,000	0	0	23
13	5	18	1,500	0	0	39
14	12	41	2,167	5	0	35
15	13	15	2,967	10	0	35
16	4	52	3,967	0	0	25
17	47	48	4,967	0	0	22
18	8	42	5,967	0	0	27
19	11	29	6,967	0	0	33
20	9	35	8,467	0	0	29
21	1	16	9,967	0	0	30
22	44	47	11,633	0	17	37
23	7	61	13,800	12	0	36
24	17	21	15,967	0	11	29
25	4	6	18,300	16	0	36
26	20	49	20,800	0	0	38

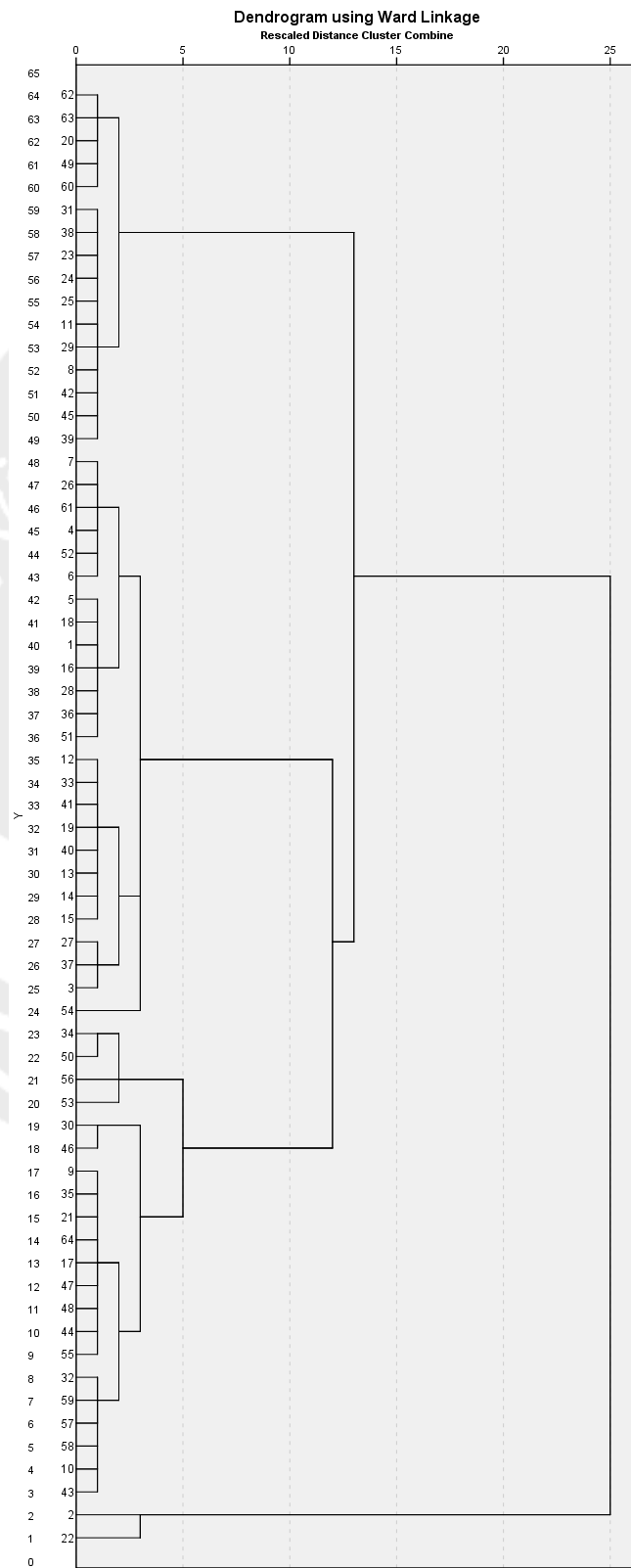
27	8	45	23,800	18	0	34
28	10	43	26,800	0	0	40
29	9	17	29,833	20	24	41
30	1	28	33,000	21	0	39
31	32	59	36,500	0	0	46
32	27	37	40,000	0	0	47
33	11	23	43,571	19	8	44
34	8	39	47,321	27	0	44
35	12	13	51,105	14	15	52
36	4	7	55,271	25	23	54
37	44	55	59,605	22	0	41
38	20	60	64,438	26	0	42
39	1	5	69,671	30	13	45
40	10	57	75,171	28	2	46
41	9	44	80,749	29	37	51
42	20	62	86,616	38	1	53
43	36	51	92,616	0	0	45
44	8	11	99,022	34	33	53
45	1	36	106,336	39	43	54
46	10	32	113,836	40	31	51
47	3	27	121,669	0	32	52
48	34	50	129,669	0	0	50
49	30	46	138,169	0	0	56
50	34	56	150,169	48	0	55
51	9	10	162,225	41	46	56
52	3	12	175,642	47	35	57
53	8	20	189,152	44	42	62
54	1	4	202,963	45	36	58
55	34	53	217,963	50	0	60
56	9	30	236,718	51	49	60
57	3	54	256,135	52	0	58
58	1	3	277,426	54	57	61
59	2	22	298,926	0	0	63
60	9	34	336,671	56	55	61
61	1	9	439,264	58	60	62
62	1	8	550,984	61	53	63
63	1	2	767,797	62	59	0

Cluster Membership

Case	6 Clusters	5 Clusters	4 Clusters	3 Clusters	2 Clusters
1	1	1	1	1	1
2	2	2	2	2	2
3	1	1	1	1	1
4	1	1	1	1	1
5	1	1	1	1	1
6	1	1	1	1	1
7	1	1	1	1	1
8	3	3	3	3	1
9	4	4	4	1	1
10	4	4	4	1	1
11	3	3	3	3	1
12	1	1	1	1	1
13	1	1	1	1	1
14	1	1	1	1	1
15	1	1	1	1	1
16	1	1	1	1	1
17	4	4	4	1	1
18	1	1	1	1	1
19	1	1	1	1	1
20	3	3	3	3	1
21	4	4	4	1	1
22	5	2	2	2	2
23	3	3	3	3	1
24	3	3	3	3	1
25	3	3	3	3	1
26	1	1	1	1	1
27	1	1	1	1	1
28	1	1	1	1	1
29	3	3	3	3	1
30	4	4	4	1	1
31	3	3	3	3	1
32	4	4	4	1	1
33	1	1	1	1	1
34	6	5	4	1	1
35	4	4	4	1	1
36	1	1	1	1	1
37	1	1	1	1	1
38	3	3	3	3	1

39	3	3	3	3	1
40	1	1	1	1	1
41	1	1	1	1	1
42	3	3	3	3	1
43	4	4	4	1	1
44	4	4	4	1	1
45	3	3	3	3	1
46	4	4	4	1	1
47	4	4	4	1	1
48	4	4	4	1	1
49	3	3	3	3	1
50	6	5	4	1	1
51	1	1	1	1	1
52	1	1	1	1	1
53	6	5	4	1	1
54	1	1	1	1	1
55	4	4	4	1	1
56	6	5	4	1	1
57	4	4	4	1	1
58	4	4	4	1	1
59	4	4	4	1	1
60	3	3	3	3	1
61	1	1	1	1	1
62	3	3	3	3	1
63	3	3	3	3	1
64	4	4	4	1	1





K-MEANS CLUSTERING

Initial Cluster Centers				
	Cluster			
	1	2	3	4
customer-company relationship	5	2	1	2
customer-company relationship	5	2	1	3
customer-product relationship	5	3	5	1
customer-product relationship	5	3	5	1
customer-product relationship	5	2	4	1
customer-product relationship	5	2	4	1
customer-customer relationship	5	3	4	1
customer-customer relationship	5	1	5	1
customer-customer relationship	5	2	5	1
customer-brand relationship	5	3	4	1
customer-brand relationship	5	2	2	1
customer-brand relationship	5	4	3	2
customer-brand relationship	5	3	3	1
customer-brand relationship	5	4	2	1
customer-brand relationship	5	2	4	1
customer-brand relationship	5	3	4	1

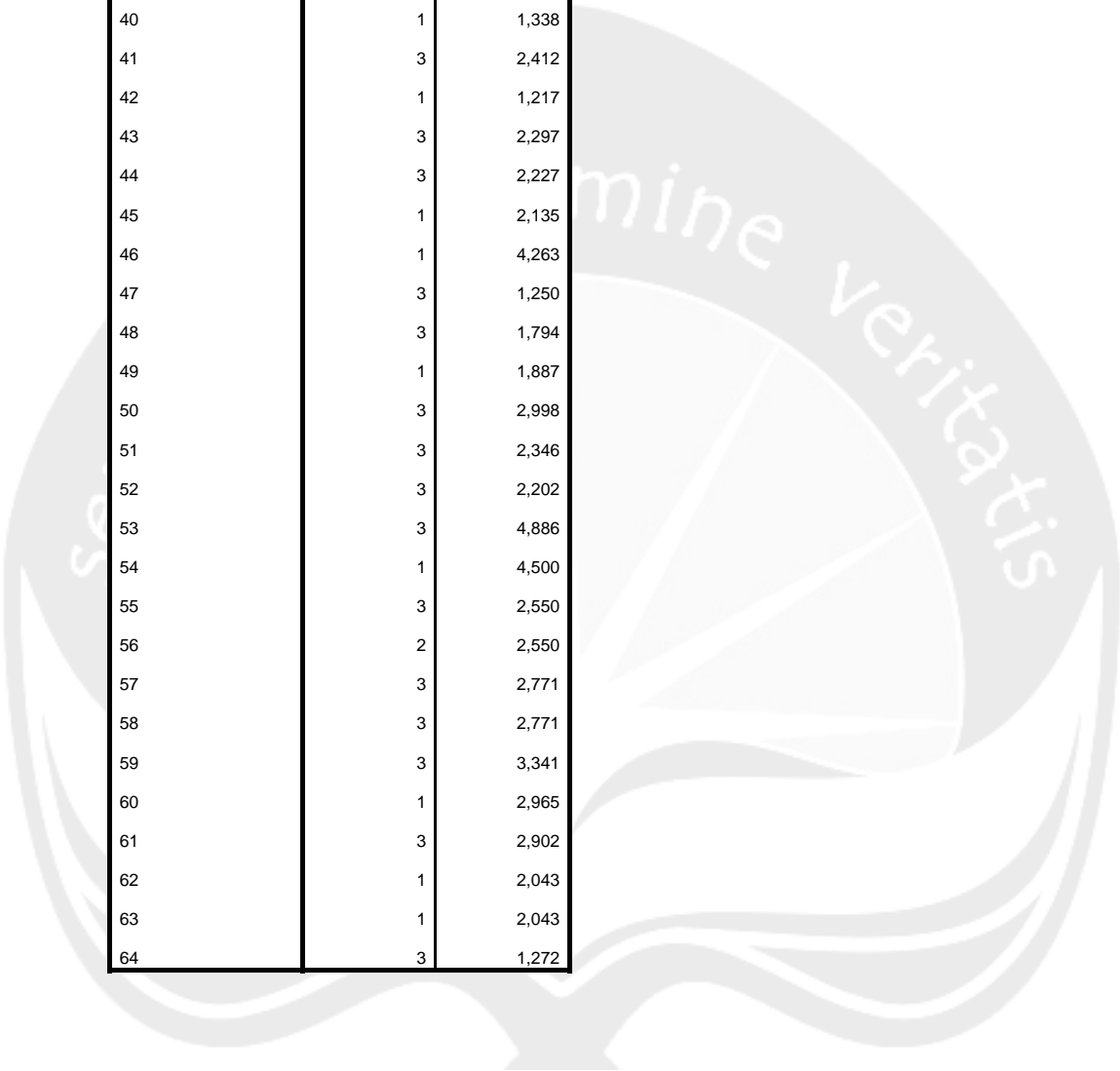
Iteration History ^a				
Iteration	Change in Cluster Centers			
	1	2	3	4
1	2,678	,000	3,212	,000
2	,211	,000	,346	,000
3	,319	,000	,409	,000
4	,229	,000	,218	,000
5	,132	,000	,117	,000
6	,253	2,550	,320	,000
7	,140	,000	,099	,000
8	,000	,000	,000	,000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is ,000. The current iteration is

8. The minimum distance between initial centers is 6,557.

Cluster Membership

Case Number	Cluster	Distance
1	3	1,932
2	2	2,550
3	3	3,729
4	3	1,998
5	3	2,047
6	3	2,872
7	3	3,152
8	1	,748
9	3	2,215
10	3	2,729
11	1	1,279
12	1	2,650
13	1	1,338
14	1	1,338
15	1	1,475
16	3	1,527
17	3	2,122
18	3	2,628
19	1	1,338
20	1	1,782
21	3	1,546
22	4	,000
23	1	1,824
24	1	1,824
25	1	1,824
26	3	3,341
27	1	2,358
28	3	2,005
29	1	2,099
30	3	3,945
31	1	1,824
32	3	2,926
33	1	2,650
34	3	4,143
35	3	1,380
36	3	3,375
37	3	2,234



38	1	1,824
39	1	2,223
40	1	1,338
41	3	2,412
42	1	1,217
43	3	2,297
44	3	2,227
45	1	2,135
46	1	4,263
47	3	1,250
48	3	1,794
49	1	1,887
50	3	2,998
51	3	2,346
52	3	2,202
53	3	4,886
54	1	4,500
55	3	2,550
56	2	2,550
57	3	2,771
58	3	2,771
59	3	3,341
60	1	2,965
61	3	2,902
62	1	2,043
63	1	2,043
64	3	1,272

Final Cluster Centers

	Cluster			
	1	2	3	4
customer-company relationship	4	2	3	2
customer-company relationship	4	3	2	3
customer-product relationship	5	4	5	1
customer-product relationship	5	3	5	1
customer-product relationship	5	3	5	1
customer-product relationship	5	3	5	1
customer-customer relationship	5	4	5	1

customer-customer relationship	5	3	5	1
customer-customer relationship	5	3	5	1
customer-brand relationship	5	3	4	1
customer-brand relationship	5	2	4	1
customer-brand relationship	5	4	4	2
customer-brand relationship	5	3	4	1
customer-brand relationship	5	3	4	1
customer-brand relationship	5	3	4	1
customer-brand relationship	5	4	4	1

Distances between Final Cluster Centers

Cluster	1	2	3	4
1		7,953	2,748	14,410
2	7,953		6,183	7,036
3	2,748	6,183		12,724
4	14,410	7,036	12,724	

Number of Cases in each Cluster

Cluster	1	26,000
	2	2,000
	3	35,000
	4	1,000
Valid		64,000
Missing		,000

JAZZ FIT CLUB

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
50	100,0	0	,0	50	100,0

a. Squared Euclidean Distance used

b. Ward Linkage

Ward Linkage

Agglomeration Schedule

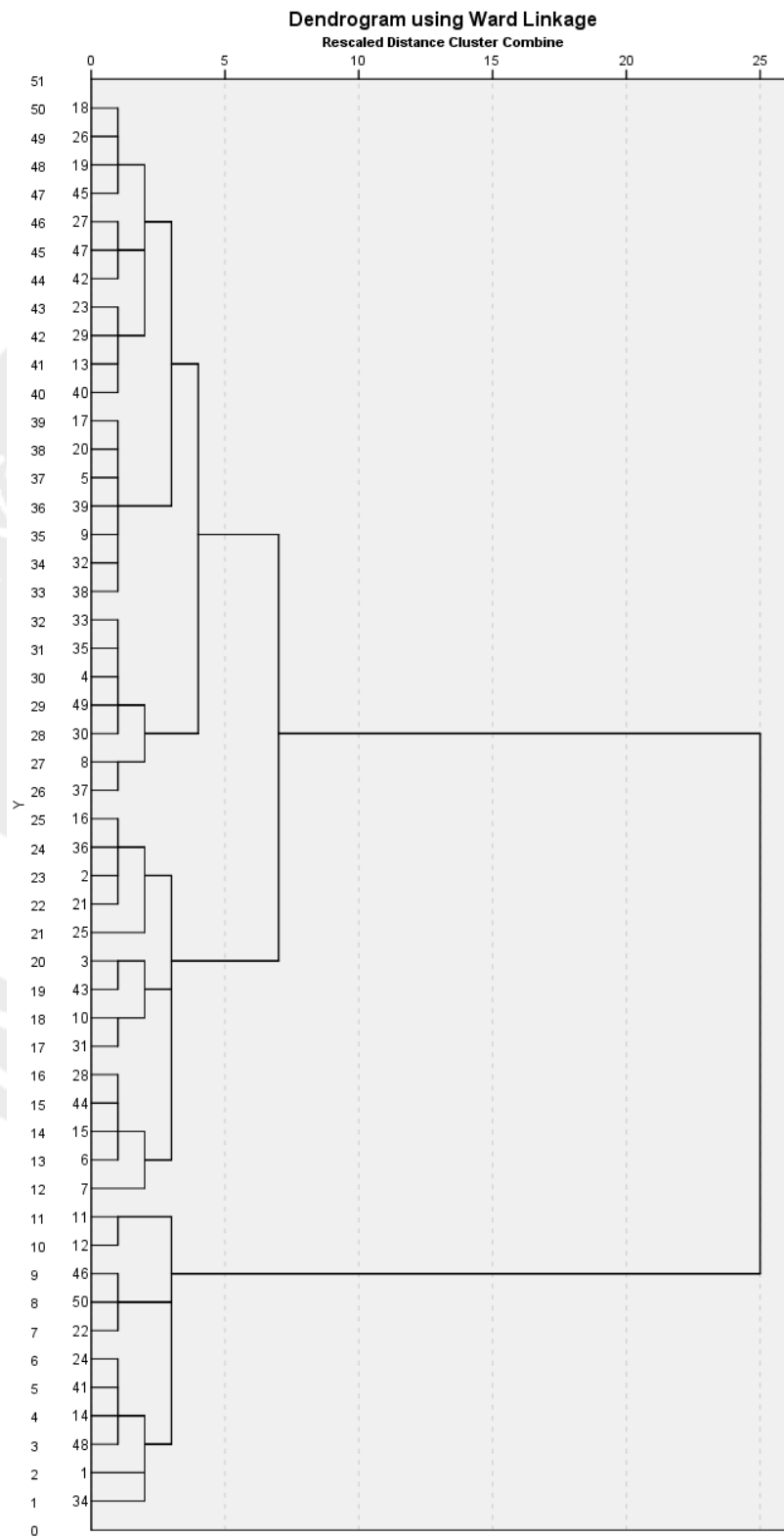
Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	18	26	,000	0	0	4
2	27	47	,500	0	0	5
3	11	12	1,000	0	0	45
4	18	19	1,667	1	0	14
5	27	42	2,500	2	0	36
6	5	39	3,500	0	0	12
7	33	35	4,500	0	0	11
8	23	29	5,500	0	0	15
9	17	20	6,500	0	0	18
10	13	40	8,000	0	0	15
11	4	33	9,667	0	7	19
12	5	9	11,333	6	0	18
13	16	36	13,333	0	0	31
14	18	45	15,417	4	0	39
15	13	23	17,667	10	8	36
16	28	44	20,167	0	0	20
17	24	41	22,667	0	0	22
18	5	17	25,400	12	9	33
19	4	49	28,233	11	0	27
20	15	28	31,067	0	16	24
21	46	50	34,067	0	0	23
22	14	24	37,567	0	17	28
23	22	46	41,233	0	21	42
24	6	15	45,150	0	20	40
25	3	43	49,150	0	0	37
26	2	21	53,150	0	0	31

27	4	30	57,650	19	0	41
28	14	48	62,400	22	0	38
29	32	38	67,400	0	0	33
30	10	31	72,900	0	0	37
31	2	16	78,400	26	13	35
32	8	37	84,400	0	0	41
33	5	32	90,714	18	29	44
34	1	34	97,214	0	0	38
35	2	25	104,514	31	0	46
36	13	27	111,860	15	5	39
37	3	10	119,610	25	30	43
38	1	14	127,693	34	28	42
39	13	18	136,423	36	14	44
40	6	7	145,573	24	0	43
41	4	8	158,145	27	32	47
42	1	22	171,034	38	23	45
43	3	6	184,717	37	40	46
44	5	13	200,205	33	39	47
45	1	11	215,725	42	3	49
46	2	3	231,806	35	43	48
47	4	5	254,563	41	44	48
48	2	4	296,550	46	47	49
49	1	2	456,800	45	48	0

Cluster Membership					
Cas e	6 Clusters	5 Clusters	4 Clusters	3 Clusters	2 Clusters
1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	2	2	2
4	4	4	3	3	2
5	5	5	4	3	2
6	3	3	2	2	2
7	3	3	2	2	2
8	4	4	3	3	2
9	5	5	4	3	2
10	3	3	2	2	2
11	6	1	1	1	1

12	6	1	1	1	1
13	5	5	4	3	2
14	1	1	1	1	1
15	3	3	2	2	2
16	2	2	2	2	2
17	5	5	4	3	2
18	5	5	4	3	2
19	5	5	4	3	2
20	5	5	4	3	2
21	2	2	2	2	2
22	1	1	1	1	1
23	5	5	4	3	2
24	1	1	1	1	1
25	2	2	2	2	2
26	5	5	4	3	2
27	5	5	4	3	2
28	3	3	2	2	2
29	5	5	4	3	2
30	4	4	3	3	2
31	3	3	2	2	2
32	5	5	4	3	2
33	4	4	3	3	2
34	1	1	1	1	1
35	4	4	3	3	2
36	2	2	2	2	2
37	4	4	3	3	2
38	5	5	4	3	2
39	5	5	4	3	2
40	5	5	4	3	2
41	1	1	1	1	1
42	5	5	4	3	2
43	3	3	2	2	2
44	3	3	2	2	2
45	5	5	4	3	2
46	1	1	1	1	1
47	5	5	4	3	2
48	1	1	1	1	1
49	4	4	3	3	2
50	1	1	1	1	1





K-MEANS CLUSTERING

Initial Cluster Centers				
	Cluster			
	1	2	3	4
customer-company relationship	4	2	3	3
customer-company relationship	3	3	3	3
customer-product relationship	4	3	5	5
customer-product relationship	4	3	4	5
customer-product relationship	5	3	4	5
customer-product relationship	4	5	5	5
customer-customer relationship	4	3	5	3
customer-customer relationship	5	3	5	3
customer-customer relationship	3	5	5	3
customer-brand relationship	4	4	5	3
customer-brand relationship	3	2	3	5
customer-brand relationship	3	4	5	5
customer-brand relationship	3	3	5	5
customer-brand relationship	2	3	5	5
customer-brand relationship	2	2	3	5
customer-brand relationship	3	3	3	5

Iteration History ^a				
Iteration	Change in Cluster Centers			
	1	2	3	4
1	2,204	1,661	2,869	2,711
2	,334	,000	,181	,387
3	,293	,000	,136	,149
4	,204	,000	,000	,197
5	,000	,000	,000	,000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is ,000. The current iteration is 5. The minimum distance between initial centers is 4,796.

Cluster Membership

Case Number	Cluster	Distance
1	1	2,642
2	3	2,771
3	4	2,614
4	4	1,321
5	3	1,327
6	1	2,276
7	1	3,030
8	4	3,063
9	3	2,003
10	3	2,695
11	2	1,661
12	2	1,470
13	3	1,476
14	2	1,887
15	1	1,838
16	3	2,918
17	3	1,852
18	3	1,736
19	3	1,476
20	3	1,047
21	3	3,002
22	2	2,272
23	3	1,558
24	1	1,667
25	3	2,710
26	3	1,736
27	3	1,852
28	1	2,319
29	3	1,123
30	4	2,093
31	3	3,164
32	4	2,799
33	4	1,452
34	1	2,825
35	4	1,629
36	3	2,085
37	4	2,879

38	4	2,260
39	3	1,476
40	3	1,896
41	1	1,543
42	3	2,348
43	4	2,649
44	4	2,114
45	3	2,786
46	1	2,753
47	3	1,504
48	2	1,887
49	3	1,852
50	1	2,319

Final Cluster Centers

	Cluster			
	1	2	3	4
customer-company relationship	3	3	4	4
customer-company relationship	3	3	3	4
customer-product relationship	4	3	5	5
customer-product relationship	4	3	5	5
customer-product relationship	4	3	5	5
customer-product relationship	4	4	5	5
customer-customer relationship	4	3	5	4
customer-customer relationship	4	3	5	4
customer-customer relationship	4	4	5	4
customer-brand relationship	4	4	5	4
customer-brand relationship	4	3	4	4
customer-brand relationship	4	4	5	4
customer-brand relationship	4	3	5	5
customer-brand relationship	3	3	4	4
customer-brand relationship	3	2	4	4
customer-brand relationship	4	3	5	5

Distances between Final Cluster Centers

Cluster	1	2	3	4
1		2,650	3,645	2,904
2	2,650		5,698	5,075
3	3,645	5,698		2,007
4	2,904	5,075	2,007	

Number of Cases in each Cluster

	1	10,000
	2	5,000
Cluster	3	24,000
	4	11,000
Valid		50,000
Missing		.000

T-TEST ANALYSIS:**a) Customer-Company Jazz**

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
customer-company relationship	50	3,50	,735	,104
customer-company relationship	50	3,20	,728	,103

One-Sample Test		
	customer-company relationship	customer-company relationship
t	4,519	1,650
df	49	49
Sig. (2-tailed)	,000	,105
Mean Difference	,470	,170
95% Confidence Interval of the Difference	Lower Upper	Lower Upper
	,26 ,68	-,04 ,38

b) Customer-Product Jazz

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
customer-product relationship	50	4,64	,631	,089
customer-product relationship	50	4,60	,639	,090
customer-product relationship	50	4,62	,667	,094
customer-product relationship	50	4,66	,557	,079

One-Sample Test

	customer-product relationship (V1)	customer-product relationship (V2)	customer-product relationship (V3)	customer-product relationship (V4)
t	-1,232	-1,660	-1,379	-1,142
df	49	49	49	49
Sig. (2-tailed)	,224	,103	,174	,259
Mean Difference	-,110	-,150	-,130	-,090
95% Confidence Interval of the Difference Lower	-,29	-,33	-,32	-,25
Upper	,07	,03	,06	,07

c) **Customer-Customer Jazz**

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
customer-customer relationship	50	4,30	,839	,119
customer-customer relationship	50	4,44	,787	,111
customer-customer relationship	50	4,52	,707	,100

One-Sample Test				
		customer-customer relationship (V1)	customer-customer relationship (V2)	customer-customer relationship (V3)
t		-3,202	-2,157	-1,601
df		49	49	49
Sig. (2-tailed)		,002	,036	,116
Test Value = 4.68	Mean Difference	-,380	-,240	-,160
	95% Confidence Lower	-,62	-,46	-,36
	Interval of the Difference Upper	-,14	-,02	,04

d) Customer-Brand Jazz

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
customer-brand relationship	50	4,34	,745	,105
customer-brand relationship	50	4,00	,948	,134
customer-brand relationship	50	4,24	,657	,093
customer-brand relationship	50	4,30	,763	,108
customer-brand relationship	50	3,88	,961	,136
customer-brand relationship	50	3,78	,954	,135
customer-brand relationship	50	4,38	,753	,106

One-Sample Test						
	Test Value = 4.29					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
customer-brand relationship (V1)	,474	49	,637	,050	-,16	,26
customer-brand relationship (V2)	-2,164	49	,035	-,290	-,56	-,02
customer-brand relationship (V3)	-,539	49	,593	-,050	-,24	,14
customer-brand relationship (V4)	,093	49	,927	,010	-,21	,23
customer-brand relationship (V5)	-3,016	49	,004	-,410	-,68	-,14
customer-brand relationship (V6)	-3,781	49	,000	-,510	-,78	-,24
customer-brand relationship (V7)	,845	49	,402	,090	-,12	,30

DEMOGRAPHICBLAZER INDONESIA CLUB

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
25	2	3,1	3,1	3,1
27	2	3,1	3,1	6,3
28	2	3,1	3,1	9,4
29	2	3,1	3,1	12,5
30	3	4,7	4,7	17,2
31	1	1,6	1,6	18,8
32	3	4,7	4,7	23,4
33	3	4,7	4,7	28,1
34	4	6,3	6,3	34,4
35	3	4,7	4,7	39,1
36	7	10,9	10,9	50,0
37	6	9,4	9,4	59,4
38	3	4,7	4,7	64,1
39	1	1,6	1,6	65,6
Valid 40	2	3,1	3,1	68,8
41	2	3,1	3,1	71,9
42	1	1,6	1,6	73,4
43	2	3,1	3,1	76,6
45	5	7,8	7,8	84,4
46	2	3,1	3,1	87,5
47	1	1,6	1,6	89,1
48	1	1,6	1,6	90,6
49	1	1,6	1,6	92,2
51	1	1,6	1,6	93,8
53	1	1,6	1,6	95,3
54	1	1,6	1,6	96,9
57	1	1,6	1,6	98,4
60	1	1,6	1,6	100,0
Total	64	100,0	100,0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	62	96,9	96,9	96,9
Valid Female	2	3,1	3,1	100,0
Total	64	100,0	100,0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Entrepreneur	26	40,6	40,6	40,6
Valid Civil Worker	10	15,6	15,6	56,3
Valid Other	28	43,8	43,8	100,0
Total	64	100,0	100,0	

DEMOGRAPHIC JAZZ FIT CLUB

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
20	2	4,0	4,0	4,0
21	6	12,0	12,0	16,0
22	3	6,0	6,0	22,0
23	1	2,0	2,0	24,0
24	2	4,0	4,0	28,0
27	2	4,0	4,0	32,0
28	3	6,0	6,0	38,0
29	2	4,0	4,0	42,0
30	7	14,0	14,0	56,0
31	3	6,0	6,0	62,0
32	5	10,0	10,0	72,0
33	4	8,0	8,0	80,0
34	1	2,0	2,0	82,0
35	1	2,0	2,0	84,0
37	2	4,0	4,0	88,0
38	2	4,0	4,0	92,0
39	2	4,0	4,0	96,0
41	1	2,0	2,0	98,0
44	1	2,0	2,0	100,0
Total	50	100,0	100,0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	45	90,0	90,0	90,0
	Female	5	10,0	10,0	100,0
	Total	50	100,0	100,0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	13	26,0	26,0	26,0
	Entrepreneur	11	22,0	22,0	48,0
	Civil Worker	2	4,0	4,0	52,0
	Other	24	48,0	48,0	100,0
	Total	50	100,0	100,0	

DATA COLLECTION OF BLAZER INDONESIA CLUB

Gender	Age	Occupation	Comp1	Comp2	Prod1	Prod2	Prod3	Prod4	Cust1	Cust2	Cust3	Brd1	Brd2	Brd3	Brd4	Brd5	Brd6	Brd7
Male	35	Other	2	2	5	5	5	5	5	5	5	4	5	4	5	4	4	5
Male	27	Entrepreneur	2	2	3	3	2	2	3	1	2	3	2	2	3	4	2	3
Male	34	Entrepreneur	2	1	5	5	5	5	5	5	5	2	5	5	5	5	5	5
Male	33	Entrepreneur	2	2	5	5	5	5	5	5	5	5	4	5	5	5	4	4
Male	36	Entrepreneur	2	2	5	5	5	5	5	5	5	5	5	5	5	3	4	4
Male	30	Other	1	2	5	5	5	5	4	4	4	5	5	5	5	5	4	4
Male	32	Civil Worker	1	1	5	5	5	5	5	5	5	5	5	5	5	5	4	5
Male	33	Other	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	34	Other	4	3	5	4	4	5	5	5	5	4	4	4	4	3	4	4
Male	40	Other	3	3	5	5	5	4	3	5	5	4	3	3	4	4	3	3
Male	37	Other	4	4	5	5	5	5	5	5	5	5	5	5	4	4	5	5
Male	43	Entrepreneur	2	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	45	Other	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	45	Other	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	49	Other	3	3	5	5	5	5	5	5	5	5	5	5	5	4	5	5
Male	40	Entrepreneur	2	2	5	5	5	5	5	5	5	4	4	4	5	4	4	4
Male	47	Entrepreneur	3	4	5	5	5	5	5	5	5	4	4	4	4	4	5	4
Male	28	Other	2	2	5	5	5	5	5	5	5	5	5	5	5	2	4	4
Male	31	Civil Worker	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	30	Other	4	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4
Male	28	Other	3	3	5	5	5	5	5	5	4	4	5	4	4	4	4	4
Male	38	Entrepreneur	2	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Male	25	Entrepreneur	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	46	Civil Worker	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	33	Entrepreneur	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	36	Entrepreneur	1	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	25	Entrepreneur	3	3	5	5	5	5	4	4	4	4	5	5	5	5	5	4

Male	38	Other	2	2	5	5	5	5	5	5	4	3	4	4	3	4	4	4
Female	34	Entrepreneur	5	5	5	5	5	5	5	5	5	5	4	5	4	4	5	5
Male	36	Civil Worker	5	3	5	5	5	5	5	5	5	4	2	3	3	5	4	4
Male	41	Other	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	29	Civil Worker	4	3	5	5	4	5	5	5	4	4	4	3	3	3	3	4
Male	39	Entrepreneur	2	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	32	Entrepreneur	1	1	5	5	4	5	5	5	5	4	2	3	3	2	4	4
Male	45	Civil Worker	3	3	5	5	5	5	5	5	5	4	4	4	4	3	4	4
Male	45	Civil Worker	1	1	5	5	5	5	5	5	5	5	5	5	3	3	5	5
Male	36	Entrepreneur	3	3	5	5	4	5	5	5	4	3	4	4	4	5	4	4
Male	29	Entrepreneur	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	46	Civil Worker	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	60	Entrepreneur	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	41	Other	2	2	5	5	5	5	5	5	5	5	5	5	5	4	5	5
Male	48	Other	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	34	Civil Worker	3	3	5	5	5	5	5	5	5	3	4	4	4	3	3	3
Male	37	Other	4	3	5	5	5	5	5	5	5	5	5	4	4	4	3	4
Male	38	Other	5	3	5	5	5	5	5	5	5	5	5	3	5	5	5	5
Male	37	Entrepreneur	4	3	5	5	5	5	5	5	5	5	5	1	3	5	5	5
Male	36	Entrepreneur	3	3	5	5	5	5	5	5	5	5	4	4	4	4	4	4
Female	37	Entrepreneur	3	3	5	5	5	5	5	5	5	5	4	4	4	4	3	3
Male	37	Other	4	3	4	5	5	5	5	5	5	4	4	5	5	4	5	5
Male	35	Entrepreneur	2	2	5	5	5	5	5	5	4	4	3	4	4	3	3	2
Male	57	Other	2	2	5	5	4	3	5	5	5	5	4	4	4	4	4	5
Male	32	Other	2	2	5	5	5	5	5	5	5	5	5	5	5	5	4	4
Male	54	Other	3	3	4	4	2	4	2	5	5	5	2	4	3	4	4	3
Male	42	Civil Worker	4	2	5	5	1	5	5	5	5	5	5	5	3	5	5	5
Male	51	Entrepreneur	3	3	4	4	4	4	5	5	5	5	4	4	4	3	3	3
Male	27	Other	2	3	4	3	3	4	4	4	3	3	2	3	2	2	3	4
Male	36	Other	4	4	5	5	4	4	5	5	4	4	4	4	4	4	3	3

Male	36	Other	4	4	5	5	4	5	4	5	4	4	4	4	4	3	3
Male	37	Other	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
Male	35	Entrepreneur	5	4	5	5	5	5	5	5	5	3	5	5	3	4	4
Male	45	Other	1	1	5	5	4	5	5	5	5	2	5	5	5	4	4
Male	53	Entrepreneur	5	3	5	5	5	5	5	5	4	4	5	5	5	5	4
Male	43	Entrepreneur	5	3	5	5	5	5	4	4	4	4	5	5	5	5	4
Male	30	Other	3	3	5	5	5	5	5	5	4	4	4	4	4	4	4



DATA COLLECTION JAZZ FIT CLUB

Gender	Age	Occupation	Comp1	Comp2	Prod1	Prod2	Prod3	Prod4	Cust1	Cust2	Cust3	Brd1	Brd2	Brd3	Brd4	Brd5	Brd6	Brd7
Male	22	Student	4	3	4	4	5	4	4	5	3	4	3	3	3	2	2	3
Male	21	Student	3	3	5	5	5	4	5	5	4	5	3	5	5	3	3	5
Male	20	Student	3	3	5	5	5	5	4	3	5	4	5	3	5	3	3	5
Male	22	Student	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4
Male	24	Student	4	3	5	5	5	5	5	5	5	5	5	5	4	4	4	5
Male	31	Entrepreneur	3	3	4	4	4	4	5	5	5	4	4	4	4	4	3	4
Male	24	Student	4	2	5	5	4	3	5	5	4	4	3	4	3	4	2	4
Male	21	Student	3	3	5	5	5	5	3	3	3	3	5	5	5	5	5	5
Male	21	Student	4	3	5	5	5	5	5	5	5	5	5	5	5	3	5	5
Male	21	Student	3	2	5	4	5	4	5	5	5	5	5	3	4	5	4	4
Male	32	Entrepreneur	2	3	3	3	3	5	3	3	5	4	2	4	3	3	2	3
Male	28	Entrepreneur	3	3	3	3	3	5	3	3	5	4	2	4	3	3	2	3
Male	21	Student	4	3	5	5	5	5	4	5	5	5	5	4	5	5	4	5
Male	33	Other	3	3	3	4	3	4	4	4	5	4	3	3	3	3	3	3
Male	30	Other	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Male	20	Student	3	3	5	4	4	5	5	5	5	5	3	5	5	5	3	3
Male	37	Other	4	3	5	5	5	5	5	5	5	5	4	4	4	3	4	5
Male	29	Entrepreneur	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	33	Other	4	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	32	Other	4	3	5	5	5	5	5	5	5	5	4	4	5	4	4	5
Male	35	Entrepreneur	4	3	5	5	5	5	5	5	5	5	3	5	3	3	3	4
Male	30	Other	3	4	3	3	3	4	3	3	3	3	3	4	4	3	3	4
Male	30	Entrepreneur	3	3	5	5	5	5	5	5	5	4	5	4	5	5	4	5
Male	30	Other	3	3	4	4	4	4	3	4	4	3	3	4	3	3	3	3
Male	32	Other	3	3	5	5	5	5	5	5	5	5	2	4	5	5	5	5
Male	27	Other	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	39	Other	3	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Female	29	Civil Worker	4	4	4	4	4	4	4	5	5	5	4	4	4	3	3	4
Male	22	Student	3	3	5	5	5	5	5	5	5	5	4	4	5	5	4	5
Male	28	Other	4	4	5	5	5	5	4	4	4	3	3	4	4	3	5	5
Male	31	Entrepreneur	3	2	5	5	5	5	3	5	5	5	4	4	4	4	3	3

Male	32	Other	5	3	5	5	5	5	5	5	4	4	5	5	5	2	5	5
Male	30	Entrepreneur	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	5
Male	44	Other	2	2	4	5	5	3	4	3	3	4	4	3	3	3	3	4
Male	37	Other	4	4	5	5	5	5	5	4	4	4	4	4	5	4	4	5
Male	38	Other	3	3	5	5	5	5	5	5	5	3	5	5	4	3	4	5
Male	32	Other	5	3	5	5	5	5	5	3	5	3	5	5	5	5	5	5
Male	30	Other	4	5	5	5	5	4	4	4	5	5	5	5	3	4	5	5
Male	33	Other	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	5
Male	38	Entrepreneur	4	4	5	5	5	5	5	5	5	5	4	5	5	3	5	5
Male	34	Other	3	3	4	4	4	4	4	4	4	3	4	4	2	2	3	4
Female	21	Student	2	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	28	Other	2	2	5	5	5	5	5	4	5	4	4	4	4	4	4	5
Female	23	Other	4	4	5	5	5	4	4	4	5	5	4	4	4	3	4	4
Male	41	Entrepreneur	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	31	Other	4	4	4	4	4	4	4	2	3	3	4	3	4	3	4	4
Female	27	Civil Worker	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Male	30	Other	3	3	4	3	3	3	3	3	4	3	3	3	3	3	2	3
Male	39	Other	4	3	5	5	5	5	5	4	5	4	4	4	4	5	4	4
Female	33	Entrepreneur	3	3	4	4	4	3	3	3	3	3	4	4	4	4	4	4